

### REMARKS

By this amendment, applicants have incorporated claim 3 into claim 1 to more particularly describe the composition used in the process of the invention. Applicants have also:

- (1) amended the claim to clarify that the process relates to process for shifting lower level of salt required to produce or induce (i.e., these are the same) dilution thickening (supported at page 2, line 9);
- (2) amended claim to specify that surfactant(s) of the composition are selected from anionic, amphoteric and nonionic surfactants and mixtures thereof (supported at page 8, line 10); and
- (3) amended claim to specify that process comprises diluting the composition from an amount where viscosity of diluted product is greater than that of real product (100:0 product to water) to about 25:75 product to water (supported at page 6, lines 1-6 and in Figure 3, for example).

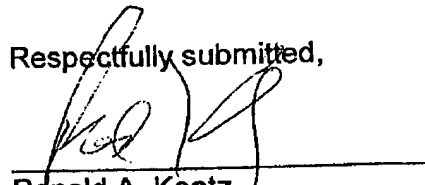
Specifying mixture of surfactants and further specifying a dilution step (for the process) is believed to clearly distinguish over the art (e.g., U.S. Patent No. 5,393,454 to Shana'a). The Shana'a patent does not teach or suggest a process for reducing level of salt required for dilution thickening (there is nothing indeed about dilution thickening at all). The reference further appears to be limited to anionic/specific nonionic systems.

In view of these clear differences, it is respectfully submitted this reference should be withdrawn.

Finally, applicants direct the Examiner's attention to WO 94/23695 reference to Unilever which was cited in the European Search Report of a corresponding European application and is forwarded with an IDS. This reference also fails to teach or suggest the process of the invention, but applicants wish to make the reference of record for sake of completeness.

If a telephone conversation would be of assistance in advancing prosecution of the subject application, applicants' undersigned agent invites the Examiner to telephone him at the number provided.

Respectfully submitted,



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